

**REMARKS**

Claims 30-55 remain pending in this application as a result of the instant Amendment. Applicant has amended independent claims 30, 39, 46, and 55 and respectfully believe that these amendments place the condition for allowance. Because of this fact, Applicant requests that the Examiner enter these amendments, withdraw her previously stated rejections, reconsider the application, and pass the application for allowance.

The Applicant respectfully thanks the Examiner for agreeing to conduct an in-person interview on the instant application during the week of July 16-20, 2001 to discuss the claimed invention and the prior art of record. The Applicant will restate his reasons for maintaining that the invention, as now claimed, is patentable over the prior art of record.

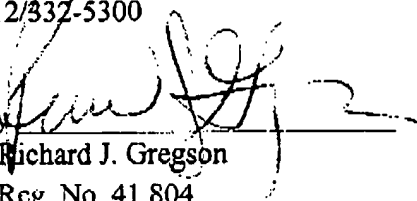
**CONCLUSION**

For all of the reasons, the claims, as amended are patentable over the prior art of record. The Applicant respectfully maintains that the enclosed Amendment places this application in condition for allowance. The Applicants, therefore, respectfully request that this Amendment be entered, that the rejections be withdrawn, and that the case be passed for allowance.

Respectfully submitted,

MERCHANT & GOULD P.C.  
P.O. Box 2903  
Minneapolis, MN 55402-0903  
612/332-5300



By   
Richard J. Gregson  
Reg. No. 41,804

Serial No. 08/823,534

**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

Please amend Claims 30, 39, 46, and 55 as follows:

30. (Twice Amended) A computer system assisted method of generating a customized visual output to facilitate a sale of a product, the computer system comprising one or more computers and storing product images, product environment images and text segments of integration into the customized visual output, the method comprising:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the product;

receiving into the computer system answers to the plurality of questions;

automatically selecting, in response to at least one of the received answers, a product image, a product environment image, and a text segment; and

integrating the selected product image, the selected product environment image, and selected text segment into a customized visual output;

wherein the customized visual output comprises a single composite visual output relating to the desired use of the product for sale.

39. (Twice Amended) A computer system of one or more computers for generating a customized visual output to facilitate a sale of a product, the system comprising:

a memory system, storing product images, product environment images and text segments;

a user interface provided to prompt a user of the computer system with a plurality of questions related to at least one feature and desired use of the product and to input answers to the plurality of questions; and

a processing system, coupled to the memory system and user interface,

wherein

the processor automatically selects, in response to at least one of the input answers, a product image, a product environment image, and a text segment and integrates the selected product image, the selected product environment image, and the selected text segment into a custom visual output; and

the customized visual output comprises a single composite visual output relating to the desired use of the product for sale.

46. (Twice Amended) A computer readable medium tangibly embodying instructions which, when executed as a process by a computer system of one or more computers comprises the steps of:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the product;

receiving into the computer system answers to the plurality of questions;

automatically selecting, in response to at least one of the received answers, a product image, a product environment image, and a text segment; and

integrating the selected product image, the selected product environment image, and selected text segment into a customized visual output;

wherein the customized visual output comprises a single composite visual output relating to the desired use of the product for sale.

55. (Twice Amended) A computer system assisted method of generating a customized visual output to facilitate a sale of a ware offered for sale to a customer, the computer

system storing ware images, ware environment images and text segments of integration into the customized visual output, the method comprising the steps of:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the ware;

receiving into the computer system answers to the plurality of questions;

automatically selecting, in response to at least one of the received answers, a ware image, a ware environment image, and a text segment; and

integrating the selected ware image, the selected ware environment image, and selected text segment into a customized visual output;

wherein the customized visual output comprises a single composite visual output relating to the desired use of the ware offered for sale to the customer.